



Gaithersburg

CITY OF GAITHERSBURG
Gaithersburg Book Festival Committee
December 13, 2011

In Attendance: Jud Ashman, Heidi Bishop, Sheila Bouley, Stephanie Brant, Carolyn Crosby, Robin Ferrier, Jacquie, Hogan, Jo Ellen Kuney, Becky Meloan, Jennifer Nicholson, Gail Norris, Leslie Shapiro, Gene Taft, and Nansie Wilde.

The meeting was called to order at 7:30 p.m.

I. TOPICS OF DISCUSSION:

Welcome & Introductions

Jud Ashman welcomed all at the meeting, and we went around the room and introduced ourselves. Jacquie Hogan is new to the committee and will be assisting with creating a shared spreadsheet of all featured author info. Carolyn Crosby introduced Sheila Bouley as the new part-time program assistant working with her on the Book Festival.

II. UPDATES:

Website - Jud announced that the new website has been successfully transferred to its new server, and is up and running. The PR sub-committee and staff will soon have access. The Committee asked for the list of 2011 Featured Authors to be added to the new website. Jud took this for action.

Marketing and PR –

E-newsletter and Blog - the E-Newsletter editor, Gail Norris, has put out a December edition announcing the festival's partnership with Politics and Prose and providing links to author applications and sponsor opportunities. For the December blog, PR co-chair Robin Ferrier sent out a request to previous authors to provide a short list of their favorite books of 2011. Several authors have enthusiastically responded.

High School Writing Contest – No new entries have been received since the last meeting. Contest administrators expect many will come in after the winter break.

Johns Hopkins University Writing Program - will be involved in the Festival this year. Possible areas of interest include conducting an adult short story writing contest, and/or adult writing workshops. Heidi Bishop will work with JHU to incorporate them into the Workshop schedule. JHU will promote the Festival within their facilities.

Publications/Organizations Who Will Advertise the Festival – Carolyn will coordinate with Gail and Robin on expanding the list of publications who will provide in-kind ad space for the festival.

Author Recruitment –

Featured Author Information tracking- The Author Recruitment committee has established categories for a new spreadsheet to track authors, genre, books, available times, twitter handles, Facebook accounts, etc... The spreadsheet will be available to committee members via Google and will also be maintained on the City web server. We currently have 7 confirmed authors.

Author Recruitment -Jud, Becky Meloan and Gene Taft will meet with Politics and Prose again in January to firm up leads on possible authors. Author confirmation will be managed by email. Carolyn will provide a box of bookmarks to Jennifer to distribute to Politics and Prose for advertisement of the Festival. Carolyn will contact the lead Random House publicist regarding any author suggestions for 2012.

Author Reception- Lakelands Clubhouse has been selected and reserved for the author reception. There is no charge (aside from a refundable deposit) for use of this very attractive space which can accommodate 175 people. Fern Wolt and Laura Rowles, reception co-chairs, are in the process of researching and selecting a caterer and a wine vendor. Sponsorships on some level are being sought for both.

Workshops – Heidi reported that Writopia will coordinate and conduct the majority of the workshops at the Festival this year. They are arranging for several student workshops including a repeat of Writing your College Essay, and scholastic award workshops for grades 7 to 12. A suggestion was made that ages of participants be verified at the time of both registration and participation.

Volunteers – Stephanie Brant will meet with last year's volunteer coordinators after the holidays to finalize the volunteer recruitment and management process and to establish a new email/communication process.

Mayor's Book Club – The City's Department of Education and Enrichment has taken over the coordination and execution of the Mayor's Book Club. Maureen Herndon will work with Nansie Wilde to arrange for the winning class to be on stage with the Mayor during the Book Festival.

III. VOLUNTEER POSITIONS NEEDING TO BE FILLED

Children's Village/Activities Sub-Committee Chair and Members – Jennifer Nicholson has taken the Sub-Committee Chair position and has recruited another Media Specialist to join her.

Tween and Teen Sub-Committee Chair and Members - Stephanie will talk to the Media Specialist at Gaithersburg MS and will work on getting the word out to other MS/HS Media Specialists/Reading Specialists.

Fundraising Sub-Committee Chair and Members – Jo Ellen Kuney has taken the Sub-Committee Chair position and will coordinate with Carolyn to organize a substantial fundraiser at Dog-Fish Head Restaurant.

Reminders

Next meeting will be **Thursday, Jan. 12, 2012** at the **Gaithersburg Arts Barn**

IV. ADJOURNMENT:

The meeting was adjourned at 8:45 p.m.

Respectfully submitted by,
Sheila Bouley &
Carolyn Crosby